

VIRGINIA SLIMS OUTDOOR MARKETS  
JANUARY - SEPTEMBER, 1994

REGION #1	# OF ACTIVE MONTHS
1H0 - NEW JERSEY, NJ	3
1H0 - NEW YORK, NY	3
1H0 - WESTCHESTER, NY	1
1H0 - PHILADELPHIA, PA	3
REGION #2	
2A0 - BALTIMORE, MD	3
2A0 - SALISBURY, MD	3
2B0 - MONTGOMERY, AL	1
2B0 - WASHINGTON, DC	3
2C0 - LYNCHBURG, VA	3
2C0 - RICHMOND, VA	3
2C0 - ROANOKE, VA	3
2C0 - BLUEFIELD/BECKLEY, VA	3
2C0 - CHARLOTTSVILLE, VA	3
2C0 - NORFOLK/PRTSMTH/VA BCH, VA	3
2C0 - PETERSBURG, VA	3
2E0 - CHARLOTTE, NC	3
2E0 - GASTONIA, NC	3
2E0 - GREENSBORO/HI PT/WIM - SALEM, NC	3
2E0 - KANNAPOLIS/CONCORD/SLSBRY, NC	1
2F0 - CHARLESTON, SC	3
2F0 - COLUMBIA, SC	3
2F0 - FLORENCE METRO, SC	3
2F0 - WILMINGTON/CAROLINA BCH, NC	1
2F0 - MYRTLE BEACH/GRAND STRAND, SC	3
2G0 - ASHEVILLE, NC	3
2G0 - GREENVILLE, SC	1
2G0 - SPARTANBURG, SC	3
2H0 - CHATTANOOGA, TN	3
2H0 - KNOXVILLE, TN	3
2H0 - TRI-CITIES, TN	1
2J0 - ATLANTA, GA	3
2K0 - BIRMINGHAM, AL	3
2K0 - HUNTSVILLE/DECATUR, AL	3
2K0 - ANNISTON/GADSDEN, AL	3
2K0 - TUSCALOOSA, AL	3
2M0 - GAINESVILLE, FL	3
2M0 - JACKSONVILLE, FL	3
2M0 - TALLAHASSEE, FL	3
2M0 - ALBANY, GA	3
2N0 - DOTHAN, AL	1
2N0 - MOBILE, AL	3
2N0 - MONTGOMERY, AL	3
2N0 - FT. WALTON BEACH, FL	3
2N0 - PANAMA CITY, FL	3
2N0 - PENSACOLA, FL	3
2O0 - OCALA, FL	2
2P0 - FT. MEYERS, FL	3
2P0 - TAMPA/ST. PETE/SARASOTA, FL	3
2Q0 - MIAMI/FT. LAUD/PALM BCH, FL	3
REGION #3	
3E0 - ALEXANDRIA, LA	3
3E0 - HATTIESBURG, LA	2
3E0 - MERIDIAN, MS	3
3E0 - MONROE, LA	3
3E0 - JACKSON, MS	3
3G0 - BATON ROUGE, LA	3
3G0 - BILOXI/GULFPORT, MO	1
3G0 - NEW ORLEANS, LA	3
3H0 - LAFAYETTE, LA	3
3H0 - LAKE CHARLES, LA	3
3M0 - WICHITA, KS	3
3M0 - OKLAHOMA CITY, OK	3
3M0 - LAWTON, OK	1
3M0 - AMARILLO, TX	3
3N0 - DALLAS/FT. WORTH, TX	3
3N0 - DALLAS, TX	3
3N0 - FORT WORTH, TX	3
3N0 - TYLER, TX	3
3O0 - HOUSTON, TX	3
3Q0 - BEAUMONT, TX	3
3Q0 - PORT ARTHUR, TX	3
REGION #4	
4A0 - YOUNGSTOWN, OH	3
4A0 - PITTSBURGH, PA	3
4F0 - DETROIT, MI	3
4F0 - PORT HURON, MI	1
4H0 - FT. WAYNE, IN	3
4H0 - S. BEND/MISAWAKA/ELKART, IN	3
4H0 - TOLEDO, OH	3
4H0 - FINDLAY, OH	1
4H0 - LIMA, OH	3
4L0 - CHICAGO, IL	3
4L0 - GARY/HAMMOND, IN	3
4L0 - KANE COUNTY, IL	3
4L0 - WILL COUNTY, IL	3
T/A #5	
5K0 - HONOLULU, HI	3
5L0 - LOS ANGELES, CA	3
5M0 - PALM SPRINGS, CA	3
5M0 - SAN DIEGO, CA	3

SHOW SHARED V. SLIMS AND MISTY MARKETS  
SHARED V. SLIMS AND CAPRI MARKETS

2040144582

MISTY OUTDOOR MARKETS  
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REGION #1	# OF ACTIVE MONTHS
1C0 - SPRINGFIELD, VA	2
1D0 - PROVIDENCE, RI	2
1E0 - ALBANY - SCEN. - TROY, NY	2
1G0 - ROCHESTER, NY	1
1I0 - READING, PA	1
1J0 - HARRISBURG, PA	2
1K0 - JOHNSTOWN, PA	2
1L0 - WILKES BARRE/SCRANTON, PA	1
1M0 - YORK, PA	1
REGION #2	
2C0 - LYNCHBURG, VA	3
2D0 - RICHMOND, VA	3
2E0 - ROANOKE, VA	2
2G0 - GOLDSBORO, NC	1
2H0 - GREENVILLE, NC	1
2I0 - KINSTON, NC	1
2J0 - ROCKY MOUNT, NC	1
2E0 - CHARLOTTE, NC	2
2E0 - GREENSBORO/HI PT/WIM-SALEM, NC	2
2F0 - CHARLESTON, SC	2
2F0 - COLUMBIA, SC	1
2G0 - ASHEVILLE, NC	1
2G0 - SPARTANBURG, SC	1
2I0 - NASHVILLE, TN	3
2K0 - HUNTSVILLE/DECATUR, AL	1
2L0 - AUGUSTA, GA	1
2M0 - JACKSONVILLE, FL	1
2N0 - MOBILE, AL	2
2N0 - FT. WALTON BEACH	2
2N0 - PENSACOLA, FL	1
2P0 - LAKELAND, FL	1
2P0 - TAMPA/ST. PETE/SARASOTA, FL	1
REGION #3	
3A0 - ST. LOUIS, MO	2
3B0 - SPRINGFIELD, MO	2
3C0 - PADUCAH, KY	4
3D0 - MEMPHIS, TN	2
3F0 - LITTLE ROCK, AR	3
3F0 - PINE BLUFF, AR	2
3G0 - BATON ROUGE, LA	3
3G0 - NEW ORLEANS, LA	1
3K0 - KANSAS CITY, MO	1
3L0 - TULSA, OK	2
3M0 - WICHITA, KS	1
3M0 - OKLAHOMA CITY, OK	3
3N0 - DALLAS/FT. WORTH, TX	2
3N0 - DALLAS, TX	1
3P0 - EL PASO, TX	2
3Q0 - HOUSTON, TX	2
3R0 - AUSTIN, TX	3
3R0 - KILLEN, TX	2
3R0 - TEMPLE, TX	2
3R0 - WACO, TX	2
3S0 - AUSTIN, TX	1
3S0 - RIO GRANDE/McALLEN/HARLINGEN/BRW	3
3S0 - SAN ANTONIO, TX	3
REGION #4	
4A0 - PITTSBURGH, PA	2
4B0 - AKRON, OH	2
4B0 - CANTON, OH	2
4B0 - CLEVELAND, OH	2
4D0 - CINCINNATI, OH	2
4E0 - FLINT, MI	2
4E0 - SAGINAW/BAY CITY/W/DLAND, MI	2
4H0 - FT. WAYNE, IN	3
4H0 - TOLEDO, OH	2
4I0 - INDIANAPOLIS, IN	2
4J0 - LOUISVILLE, KY	4
4K0 - LEXINGTON, KY	2
4Q0 - MINNEAPOLIS/ST. PAUL, MN	1
4P0 - SIOUX FALLS, SD	1
4Q0 - MILWAUKEE, WI	1
T/A #5	
5E0 - COLORADO SPRINGS, CO	1
5F0 - LAS VEGAS, NV	1
5G0 - TUCSON, AR	3
5I0 - SAN FRANCISCO, CA	1

SHARED MISTY AND V. SLIMS MARKETS

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CAPRI OUTDOOR MARKETS  
JANUARY – SEPTEMBER, 1994

<u>REGION #3</u>	<u># OF ACTIVE MONTHS</u>
3L0 – TULSA, OK	1
3S0 – SAN ANTONIO, TX	1

<u>REGION #4</u>	
4P0 – DETROIT, MI	1

<u>REGION #5</u>	
5G0 – PHOENIX, AR	1
5H0 – SACRAMENTO, CA	1

☐ SHARED CAPRI AND V. SLIMS MARKETS

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# TOP 45 VIRGINIA SLIMS MARKETS

MSA 6MM - JULY

	SDI	SHARE	% CONT.
REGION 1			
1C0 HARTFORD	90	2.15	1.01
1H0 NEW YORK	103	2.45	5.14
1I0 PHILADELPHIA	98	2.33	2.21
* 1J0 HARRISBURG	87	2.08	2.08
REGION 2			
2A0 BALTIMORE	128	3.05	1.34
2B0 WASHINGTON	113	2.71	1.96
* 2C0 RICHMOND	114	2.73	1.71
* 2D0 RALEIGH/DURHAM	94	2.24	1.53
* 2E0 CHARLOTTE	109	2.59	1.89
2F0 COLUMBIA	123	2.94	1.08
2G0 GREENVILLE	127	3.04	0.99
2H0 KNOXVILLE	124	2.97	2.09
* 2I0 NASHVILLE	99	2.37	0.64
2J0 ATLANTA	141	3.38	4.12
2K0 BIRMINGHAM	150	3.58	1.72
2L0 SAVANNAH	102	2.43	0.53
* 2M0 JACKSONVILLE	115	2.76	0.62
2N0 PENSACOLA	118	2.81	1.18
2O0 ORLANDO	92	2.19	2.88
2P0 TAMPA	127	3.04	1.68
2Q0 MIAMI	114	2.72	1.20

\* Denotes Misty Markets

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# TOP 45 VIRGINIA SLIMS MARKETS

MSA 6MM - JULY

	SDI	SHARE	% CONT.
REGION 3			
3A0 ST. LOUIS	96	2.30	0.92
3D0 MEMPHIS	121	2.90	1.50
3E0 JACKSON	156	3.73	1.95
3F0 LITTLE ROCK	105	2.50	0.95
* 3G0 NEW ORLEANS	152	3.64	1.91
* 3H0 LAKE CHARLES	139	3.31	0.54
3M0 OKLAHOMA CITY	106	2.54	1.26
* 3N0 DALLAS/FT. WORTH	128	3.05	1.88
3O0 MIDLAND	94	2.25	0.57
3Q0 HOUSTON	135	3.22	1.52
3R0 WACO/TEMPLE	133	3.18	3.57
REGION 4			
* 4A0 PITTSBURGH	101	2.42	1.43
4F0 DETROIT	138	3.30	2.55
4G0 GRAND RAPIDS	107	2.55	1.76
* 4H0 TOLEDO	114	2.73	1.32
4L0 CHICAGO	147	3.51	4.19
4M0 PEORIA	114	2.73	2.53
REGION 5			
5E0 DENVER	90	2.15	1.82
5H0 SACRAMENTO	91	2.18	1.42
5I0 SAN FRANCISCO	84	2.00	1.11
5J0 FRESNO	95	2.26	0.62
* 5K0 HAWAII	171	4.09	0.66
5L0 LOS ANGELES	105	2.52	3.35
5M0 SAN DIEGO	94	2.25	1.04

\* Denotes Misty Markets

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